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Public Relations Worldwide
EDELMAN

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March 26, 1990

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Stanley Temko, Esq.
Covington & Burling
1201 Pennsylvania Avenue NW
Washington, D.C. 20044

Dear Mr. Temko:

Attached please find a plan outlining recommended responses in the eventuality that cigarette ingredients become a public issue.

Edelman Public Relations will provide the following services in support of this plan:

- o provide strategic counseling so long as the issue is live
- o prepare all written press materials
- o media train spokespeople
- o screen all press inquiries and route to appropriate spokesperson
- o organize press conference

You will note that we have recommended coordinating levels of response to levels of "damage." Determination of the appropriate level of response will have to be made by a joint panel made up of attorneys, Edelman executives and an industry team from the various tobacco companies (executives who understand communications issues.) Factors to be considered in this determination will be the number of issues being publicly discussed, the frequency of public discussion, the reach and importance of forums covering those issues, etc. Edelman will coordinate and provide counsel to this joint panel.

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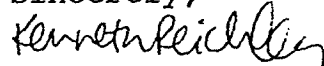
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In view of the fact that Senator Kennedy has scheduled the next round of hearings on his proposed legislation for next Tuesday, April 3, we need to move quickly to assemble our teams and draft materials for approval.

Finally, a word is in order about the possibility that the cigarette ingredients issue does not die after conducting the appropriate activities suggested in the attached plan. Our recommendation in that case, to be developed in a later plan, would be to mount a proactive campaign to broaden public discussion of the issue. A white paper (from which we would craft by-lined articles, speeches, etc.) would be developed, tying the ingredients issue to freedom of choice rights. We believe that if the type of activities proposed in our plan do not kill the issue, the battle will need to be fought on a different plain.

I look forward to discussing this with you further.

Sincerely,


Kenneth Reichley
Vice President

cc: Amanda Duckworth
Matthew Winokur

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